



HELLA Established Strategic Partnership with China Mobility Innovation Alliance

HELLA will cooperate with the Alliance in connectivity, autonomous driving, car sharing and electrification areas

Shanghai, China: Recently, HELLA one of the world's leading automotive electronics and lighting suppliers, established strategic partnership with China Mobility Innovation Alliance. Both sides will cooperate in such fields as connectivity, autonomous driving, car sharing, and electrification. This strategic partnership is aimed at further enhancing HELLA's insights on new demands in the rapid-growing Chinese market and innovation development, as well as creating a corporate culture of innovation. Through exchanging experience with local innovation startups of China Mobility Innovation Alliance, inspire innovation ideas and realize the application of some innovative technologies in the market.

At present, HELLA has carried out cooperation with some incubator platforms in Berlin and the Silicon Valley. HELLA believes that China will be a global leading market in connectivity, autonomous driving, car sharing, and electrification areas. The acceptability and demands of some key technologies like laser radar, artificial intelligence, big data and 5G are higher in China market. Peter Willemssen, Vice President of Technology R&D Center of HELLA China Electronics Business Division said: "With long term commitment, HELLA start business in China since year of 1982. As a worldwide leading supplier we never stop move forward. Now with the cooperation of China mobility innovation alliance will enhance HELLA innovative leader position in China. And we glad to transform our experience and knowhow to build the innovation ecosystem in China automotive industry."

HELLA expect to search projects which match its develop strategy, via co-development, investment, merger and acquisition "China is the largest car market in the world with rapidly growing demands in the areas of Connectivity, Autonomous Driving, Car Sharing and E-Mobility. HELLA will steadily increase its investment locally into all those areas in order to fulfill the demands of the customers in China. This also includes a close cooperation with partners out of the industry, governmental institutions and innovative organizations all over China." said Frank Petznick, Member of Executive Board of the HELLA Electronics Division and Executive VP of HELLA China Electronics.

China Mobility Innovation Alliance is initiated by Cheyun and Auto Innovation Park. More than 20 international and local famous incubators joined the alliance with advanced and innovative spirit. Alliance aim to break the innovation barriers and drive automotive innovative technology develop with technology and other resource support. At present, it has established strategic cooperation with vehicle companies and top suppliers, including GAC Group, SAIC Motor, Geely, Chery, NextEV, Delphi, Faurecia, etc.

Dr. Xujian, Chairman of China Mobility Innovation Alliance and Executive General Manager of Shanghai International Automobile City Development Co., Ltd., said: "Members of the Alliance include incubators in Beijing, Shenzhen, Wuhan, etc. The Alliance will become a service platform. With demands matching, build up database, project cooperation, and offer third-party software and hardware platforms. Such an ecosystem of innovation will play an important role to

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drive the development of the industry. Hope alliance will bring greater contribution of this industry through network with car makers and leading auto parts suppliers."

For more information, please visit: www.hella.cn

HELLA KGaA Hueck & Co., Lippstadt: HELLA is a family-owned, listed company operating on the international stage and currently employing approximately 38,000 members of staff at more than 125 locations in about 35 countries around the world. The HELLA Group develops and manufactures lighting technology and electronics products for the automotive industry and also has one of the largest retail organisations for automotive parts, accessories, diagnostics, and services within Europe. With nearly 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. In addition, the HELLA Group is one of the top 40 automotive suppliers in the world and one of the 100 largest German industrial companies. It achieved sales of approx. € 6.6 billion in the fiscal year 2016/2017.

HELLA in China: HELLA started its China experience in 1982 and has production facilities in China since 1992. HELLA China has 14 locations including production and development with 3 joint venture locations within. Furthermore, the company employs more than 5,000 members of staff, thereof around 1000 in Research & Development. HELLA China develops and manufactures lighting technology and electronic components and systems for the automotive industry and also has an aftermarket trading company and service center for automotive parts, accessories, diagnostics, and services. In addition, with sales of approx. 7.7 billion RMB in fiscal year 2016/2017.

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